



Boynton Beach Community Redevelopment Agency Special Event Grants and Aids Guidelines, Application and Evaluation Forms

Mission

The CRA established a Grants and Aids Program to assist existing businesses and organizations in generating positive regional publicity for Downtown Boynton Beach and to help establish and promote worthy community and business goals intended to increase the flow of business and tourism dollars into the downtown area.

The CRA will consider funding applications from the private sector as well as non-profit agencies. Funds will be allocated based on the individual merit of each project and on a first-come first- served basis.

Eligible Organizations

To be eligible to apply for CRA funds a non-profit, tax-exempt, Florida Corporation must provide the following information:

- a. Incorporated or authorized as a non-profit Florida corporation in good standing, pursuant to Chapter 617, Florida Statutes a minimum of two (2) years prior to application deadline date; and,
- b. Headquartered in Palm Beach County a minimum of two (2) years as of application deadline date; and
- c. Designated as a tax-exempt organization defined in section 501(C) (3) of the Internal Revenue Code of 1954, as amended, a minimum of two (2) years prior to application deadline date.

CRA downtown businesses that do not meet the criteria for non-profit organizations (above) may be considered. Information as to the history and purpose of the organization must be provided, as well as rationale supporting the ability of the organization to coordinate the event, meet the mission of the CRA and an explanation of the use of any CRA funds. The CRA may require additional stipulations on the use of CRA funds for businesses that do not meet the criteria for non-profit organizations above.

Individual merchants or a group of downtown Boynton Beach merchants are also eligible for assistance where it can be demonstrated that the event will have a significant economic impact to businesses within the downtown area. Potential impacts shall accrue to businesses greater than

the number and kind of businesses coordinating the event; that is assistance shall not be granted for events that benefit only those businesses applying for CRA funding.

Private sector organizations may be eligible for assistance when it can be demonstrated that the event will have a significant economic impact to merchants within the downtown CRA district, and when at least fifty percent (50%) of net proceeds are distributed to non-profit organizations.

Procedure

1. Applicants obtain and complete an application.
2. The applicant must attend a meeting with a CRA staff representative to review application prior to CRA Board submittal to assure compliance.
3. Applicants are required to submit requests no later than three months prior to the planned event.
For FY 2012-2013, all funding requests will be eligible for review if the event is no less than six (6) weeks from the date of approval by the CRA.
4. If the event and the applicant meet the eligibility requirements as outlined, CRA Staff will make a potential funding recommendation to the CRA Board based on the merit of each individual project.
5. Approved applicants will be invited to answer questions from the CRA Board at the next scheduled meeting.
6. Funding will begin in the new fiscal year starting October 1st annually.
7. Awards are granted at the sole discretion of the CRA Board.
8. CRA funding shall:
 - be made on a reimbursable basis only
 - not exceed 30% of the event budget
 - be supported by event receipts for eligible expenses as outlined in the Guidelines.
9. Maximum funding per event, per group, per year is \$5,000.00 for a maximum of three (3) years unless otherwise approved by the CRA Board.
10. The CRA Board may consider an additional three years of Grants and Aids Program support to an event if the event is substantially expanded and proves to be of economic benefit to the downtown area.
11. Applicants will receive notification by mail of the CRA funding decision within two weeks of the meeting.

12. CRA funds will be disbursed upon deliverance of appropriate receipts, the completed evaluation form, photos and all documentation for actual costs incurred.

Funding Request Criteria

Applications will be considered & ranked, based on the following factors:

1. Extent to which the project has publicity potential, with a ranking for local, state, regional and specific markets that will be targeted.
2. Extent to which the requesting organization has identified how the activity will enhance the economic vitality of the downtown CRA district.
3. Reasonableness of total project cost and the percentage of funding requested of the CRA.
4. Identification of other private and public funding sources that have been realistically identified and for which application has been made.
5. Strength of organizational capacity and experience of the organization and event (if applicable).
6. The event does not replicate other events or is not similar to another event in type of entertainment, theme, timing, and/or target audience/participants.
7. Proposals will be reviewed by CRA Staff and sent to the CRA Board of Directors for approval.

Required Information

All proposals for funding must be accompanied by a complete application and the following attachments.

1. Projected budget for the program, and samples of collateral materials or marketing efforts in Excel format showing sources and uses.
2. A complete listing of the organization's current officers and directors, including addresses and telephone numbers.
3. Samples of evaluation tools and results from prior year(s), if applicable.
4. One copy each of the following documentation:
 - a. IRS Determination letter; and
 - b. Florida Department of State, Division of Corporations Detail by Entity Name Report; and
 - c. Most recent Form 990 and Schedule A or 990EZ.
 - d. Form W-9 – Request for Taxpayer Identification and Certification

5. Demonstration of the ability to provide the following:
 - a. Insurance for the event
 - b. Appropriate support – such as lighting, street closures, portable toilets, volunteers, etc.
6. Must provide to the CRA proof of all requirements for event and permit completed at least thirty (30) days in advance of the event or funding is forfeited.

Event Costs That *May* be Funded

1. Promotional activities and advertising.
2. Mail outs and flyers.
3. Special Event Insurance.
4. Tent Rental.
5. Port-O-Let Rental.
6. Traffic Barricades.
7. Entertainment.
8. Sanitary Services.
9. Security Services.

Prohibited use of funds

1. Operating expenditures including salaries or other compensation.
2. Professional services including but not limited to legal, medical, engineering, accounting and auditing.
3. Prize money, scholarships, awards, plaques or certificates.
4. Tangible personal property.
5. Interest or reduction of deficits or loans.
6. Travel expenses.
7. Alcoholic beverages.
8. Any event that conflicts with a City or CRA event held within the attached Event Location Map.



Boynton Beach Community Redevelopment Agency Special Events and Promotional Assistance Application

Date Submitted _____ Date Approved _____

Name of Business or Organization _____

Address _____

City and Zip Code _____

Contact Person/Title _____ Phone _____

Projected Budget _____ Amount Requested _____

Estimated Project Start Date _____ Estimated Project End Date _____

Has this event received past CRA funding? _____

If yes, please provide the year(s) of assistance and amount received. _____

Please provide the following information as part of the application packet.

1. Projected budget for the program
2. A complete listing of the organization's current officers and directors, including addresses, telephone numbers
3. Organization's most recent IRS filing (unless the organization is less than one year old)
4. Fictitious Name filing
5. Listed application question responses.
6. "Required Information" as outlined in the Guidelines.

Signature of Organization's Chief Official:

Print Name: _____

Title: _____

Please complete all the following questions in the space provided. Attach additional sheets if you need more room.

1. Describe the event and target attendees. What aspects of the event make it a good candidate for CRA funding?

2. Explain the extent to which the project has publicity potential and identify the markets---local, regional, state, national specific---that will be targeted.

3. Identify how the activity will enhance the economic vitality of Downtown Boynton Beach.

4. What other funding sources have been identified, requested, or obtained?

5. Explain the total project cost and how funding from the CRA will be utilized. Indicate what percentage of the project the CRA funds represent. If there are net proceeds from the event, how will the proceeds be utilized?

6. Provide a brief summary of the history of the organization and event for which the CRA funds are being requested. Include number of years of operation, number of years the event or program has taken place, the goals of the event and previous outcomes.

7. If this is a new program/event, please explain the long-term goals and desired outcomes.



Boynton Beach Community Redevelopment Agency Special Events and Promotional Assistance

Project Evaluation and Payment of Funds

*Each event applicant awarded funds by the CRA must submit a completed Event Evaluation Form, Profit/Loss Statement and eligible event receipts **within 30 days after the final date of the event**. Failure to comply will result in the withdrawal of the award. If you find that, you are unable to submit the Event Evaluation Form within 30 days due to vendor billing dates, contact a CRA representative.*

Project Description/Name: _____

Date(s) of the Event: _____

How many times has this event been held? _____

Estimated attendance: _____

Estimated economic impact to downtown merchants: _____

Briefly explain the methodology for determining economic impact: _____

Total expenditure for this event: _____

Amount spent on advertising: _____

How were the CRA funds spent? _____

Note: All eligible event receipts must be included with the Project Evaluation and Payment of Funds form. A cover sheet including: date of expense, vendor, amount, description of service must accompany all eligible reimbursable event receipts.

Media used for paid and sponsored advertising: _____

Area of impact for paid/unpaid advertising and publicity:

10-mile radius Yes ____ No ____

50-mile radius Yes ____ No ____

100-mile radius Yes ____ No ____

Statewide Yes ____ No ____

National Yes ____ No ____

Was there an excess of revenue over expenses generated from this event? _____

If so, how much? _____

Please include a Profit/Loss Statement for the event

Signature: _____

Print Name: _____

Title: _____

[illegible]